Workshop Announcement

Professional Web Presence, Personal Site, Online Portfolios
Aaron Beveridge and Laurie N. Taylor
Oct. 8, 1-3pm

Online through YouTube: http://www.youtube.com/watch?v=fyZ24YJ5wlk

Brief description of the training: This workshop covers creating your professional web presence as an easy (and low-maintenance) process. Establishing your web presence is important for others to easily find and contact you for possible collaborations, guest speaker opportunities, and much more. This workshop focuses on establishing a core web presence using several sites/tools, linking these together to improve findability, and planning for ways to build from the sites/tools for added benefits. Articles in *Inside Higher Ed* and the *Chronicle* provide additional information on why and how to create your web presence. Related workshops that may build or connect with this include the WordPress workshop to create your personal blog website, Zotero training which includes creating an account, and the IR@UF trainings on self-submitting and referencing your materials in the IR@UF.

Pre-class work:

Bring digital files to be opened and used in the workshop:

- Current CV (with links to the IR@UF versions of publications, slides, etc.)
- Preferred photo
- Preferred contact information (email, phone, name)
- Before the workshop, consider what you want from your web presence:
- Are there things you don't want to share?
    - What does that change? For example: you may want to review your CV to make sure you don't list your home phone, address etc.
    - Do you have other sites you would like to link, like Facebook? Or, do you want to not link across personal/professional contacts and conversations?

Learning objectives:

- Identifying reasons/examples for maintaining a professional web presence
- Assessing and critiquing elements and sites for building a professional online presence including the IR@UF, LinkedIn, Academia.edu, Google Scholar, and others
- Developing approaches and criteria for evaluating potential tools for developing and maintaining a professional web presence

Workshop Overview: Creating Your Professional Web Presence

Overview

This workshop covers creating your professional web presence as an easy (and low-maintenance) process. Establishing your web presence is important for others to easily find and contact you for possible collaborations, guest speaker opportunities, and much more. This workshop focuses on establish a core web presence using several sites/tools, linking these together to improve findability, and planning for ways to build from the sites/tools for added benefits. Articles in *Inside Higher Ed* and the *Chronicle* provide additional information on why and how to create your web presence.[1]

Related workshops that may build or connect with this include the WordPress workshop to create your personal blog website, Zotero training which includes creating an account, and the IR@UF trainings on self-submitting and referencing your materials in the IR@UF.

Homework

Bring digital files to be opened and used in the workshop:

- Current CV (with links to the IR@UF versions of publications, slides, etc.)
- Preferred photo
- Preferred contact information (email, phone, name)

Before the workshop, consider what you want from your web presence:

- Are there things you don't want to share?
    - What does that change? For example: you may want to review your CV to make sure you don't list your home phone, address etc.
    - Do you have other sites you would like to link, like Facebook? Or, do you want to not link across personal/professional contacts and conversations?

Workshop

Duration: 1.5 hours

Accounts to be created, populated, and linked in the workshop:

- Google Profile (for web presence and Google Hangouts)
- Google Scholar Citations[2]
- Academia.edu
- LinkedIn
- Zotero

These will be linked in the workshop, along with linking to publications in the IR@UF.[3]

---

[1] Example: http://chronicle.com/blogs/profhacker/creating-your-web-presence-a-primer-for-academics/30458

[2] http://scholar.google.com/scholar/citations.html

[3] Best practices include linking existing/new (ExpertNet, ORCID, etc.) accounts for findability and disambiguation.